



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

CONTRACT

| | | |
|---|--|--|
| <u>Contract / Revision</u> 826118 / | | <u>Alt Order #</u> 06340121 |
| <u>Product</u> POLITICAL | | |
| <u>Contract Dates</u> 10/22/12 - 11/06/12 | <u>Estimate #</u> 986 | |
| <u>Advertiser</u> Robert Pittenger | | <u>Original Date / Revision</u> 09/25/12 / 09/25/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WBTV | <u>Account Executive</u> Michael McCray | <u>Sales Office</u> Telerep-Dallas |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Innovative Advertising .
405 North Columbia Street
Covington, LA 70433

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | WBTV | 10/29/12 | 11/02/12 | WBTV News 530a | 530-6a | | :30 | | | NM | 4 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 4 | \$500.00 | | | |
| N 2 | WBTV | 11/05/12 | 11/06/12 | WBTV News 530a | 530-6a | | :30 | | | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$500.00 | | | |
| N 3 | WBTV | 10/22/12 | 10/26/12 | WBTV News 530a | 530-6a | | :30 | | | NM | 4 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | | | | 4 | \$800.00 | | | |
| N 4 | WBTV | 10/22/12 | 10/26/12 | WBTV News 6a | 6-7a | | :30 | | | NM | 4 | \$2,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | | | | 4 | \$575.00 | | | |
| N 5 | WBTV | 10/29/12 | 11/02/12 | WBTV News 6a | 6-7a | | :30 | | | NM | 5 | \$2,875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$575.00 | | | |
| N 6 | WBTV | 11/05/12 | 11/06/12 | WBTV News 6a | 6-7a | | :30 | | | NM | 2 | \$1,150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$575.00 | | | |
| N 7 | WBTV | 10/22/12 | 10/26/12 | The Early Show | 7-9a | | :30 | | | NM | 5 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | | | | 5 | \$200.00 | | | |
| N 8 | WBTV | 10/29/12 | 11/02/12 | The Early Show | 7-9a | | :30 | | | NM | 5 | \$1,875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$375.00 | | | |
| N 9 | WBTV | 11/05/12 | 11/06/12 | The Early Show | 7-9a | | :30 | | | NM | 2 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$375.00 | | | |
| N 10 | WBTV | 10/22/12 | 10/26/12 | America Now | 9a-10a | | :30 | | | NM | 4 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | | | | 4 | \$55.00 | | | |
| N 11 | WBTV | 10/29/12 | 11/02/12 | America Now | 9a-10a | | :30 | | | NM | 5 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| <u>Contract / Revision</u> 826118 / | | <u>Alt Order #</u> 06340121 |
| <u>Contract Dates</u> 10/22/12 - 11/06/12 | <u>Product</u> POLITICAL | <u>Estimate #</u> 986 |
| <u>Advertiser</u> Robert Pittenger | | <u>Original Date / Revision</u> 09/25/12 / 09/25/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals SpotsAmount | |
|-------|-------|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-----------------------|------------|
| | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$55.00 | | | |
| N 12 | WBTV | 11/05/12 | 11/06/12 | America Now | 9a-10a | | :30 | | | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$100.00 | | | |
| N 13 | WBTV | 10/22/12 | 10/26/12 | Rachael Ray | 10a-11a | | :30 | | | NM | 4 | \$520.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF-- | | | | 4 | \$130.00 | | | |
| N 14 | WBTV | 10/29/12 | 11/02/12 | Rachael Ray | 10a-11a | | :30 | | | NM | 5 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$100.00 | | | |
| N 15 | WBTV | 11/05/12 | 11/06/12 | Rachael Ray | 10a-11a | | :30 | | | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$150.00 | | | |
| N 16 | WBTV | 10/22/12 | 10/26/12 | WBTV News At Noon | 12-12:30p | | :30 | | | NM | 4 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF-- | | | | 4 | \$375.00 | | | |
| N 17 | WBTV | 11/05/12 | 11/06/12 | WBTV News At Noon | 12-12:30p | | :30 | | | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | | | 1 | \$375.00 | | | |
| N 18 | WBTV | 10/29/12 | 11/02/12 | WBTV News At Noon | 12-12:30p | | :30 | | | NM | 5 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$600.00 | | | |
| N 19 | WBTV | 10/22/12 | 10/26/12 | CBS Daytime | 12:30-3p | | :30 | | | NM | 4 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF-- | | | | 4 | \$450.00 | | | |
| N 20 | WBTV | 11/05/12 | 11/06/12 | CBS Daytime | 12:30-3p | | :30 | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | | | 1 | \$450.00 | | | |
| N 21 | WBTV | 10/29/12 | 11/02/12 | CBS Daytime | 12:30-3p | | :30 | | | NM | 5 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$700.00 | | | |
| N 22 | WBTV | 10/22/12 | 10/26/12 | The Talk | 2-3p | | :30 | | | NM | 4 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF-- | | | | 4 | \$350.00 | | | |
| N 23 | WBTV | 11/05/12 | 11/06/12 | The Talk | 2-3p | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | | | 1 | \$350.00 | | | |
| N 24 | WBTV | 10/29/12 | 11/02/12 | The Talk | 2-3p | | :30 | | | NM | 5 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$500.00 | | | |
| N 25 | WBTV | 10/22/12 | 10/26/12 | WBTV News Primetime | M-F 7p-730p | | :30 | | | NM | 4 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF-- | | | | 4 | \$700.00 | | | |
| N 26 | WBTV | 10/29/12 | 11/02/12 | WBTV News Primetime | M-F 7p-730p | | :30 | | | NM | 5 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$700.00 | | | |
| N 27 | WBTV | 11/05/12 | 11/06/12 | WBTV News Primetime | M-F 7p-730p | | :30 | | | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | | | 1 | \$700.00 | | | |

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| <u>Contract / Revision</u> 826118 / | | <u>Alt Order #</u> 06340121 |
| <u>Contract Dates</u> 10/22/12 - 11/06/12 | <u>Product</u> POLITICAL | <u>Estimate #</u> 986 |
| <u>Advertiser</u> Robert Pittenger | | <u>Original Date / Revision</u> 09/25/12 / 09/25/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals | |
|--------|------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|------|--------|-------------|
| | | | | | | | | | | | Spots | Amount |
| | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| N 28 | WBTV | 10/29/12 | 11/05/12 | Mon Prime Hour 1 | 8-9p | | :30 | | | NM | 2 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$3,600.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$3,600.00 | | | |
| | | | | | | | | | | | | |
| N 29 | WBTV | 10/22/12 | 10/22/12 | Mon Prime Hour 1 | 8-9p | | :30 | | | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | 1 | \$2,800.00 | | | |
| | | | | | | | | | | | | |
| N 30 | WBTV | 10/24/12 | 10/24/12 | Wed Prime Hour 1 | 8-9p | | :30 | | | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | 1 | \$2,400.00 | | | |
| | | | | | | | | | | | | |
| N 31 | WBTV | 10/23/12 | 10/30/12 | Tue Prime Hour 3 | 10-11p | | :30 | | | NM | 2 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1----- | | | | 1 | \$3,600.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | 1 | \$3,600.00 | | | |
| | | | | | | | | | | | | |
| N 32 | WBTV | 10/31/12 | 10/31/12 | Wed Prime Hour 1 | 8-9p | | :30 | | | NM | 1 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --1---- | | | | 1 | \$3,600.00 | | | |
| | | | | | | | | | | | | |
| N 33 | WBTV | 10/24/12 | 10/24/12 | Wed Prime Hour 1 | 8-9p | | :30 | | | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | 1 | \$2,400.00 | | | |
| | | | | | | | | | | | | |
| N 34 | WBTV | 10/25/12 | 11/01/12 | Thur Prime Hour 1 | 8-9p | | :30 | | | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | 1 | \$3,000.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | ---1--- | | | | 1 | \$3,000.00 | | | |
| | | | | | | | | | | | | |
| N 35 | WBTV | 10/27/12 | 10/27/12 | Sat Prime Hour 1 | 8-9p | | :30 | | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1- | | | | 1 | \$900.00 | | | |
| | | | | | | | | | | | | |
| N 36 | WBTV | 11/03/12 | 11/03/12 | NCAA Football Reg Game 2 | 330p-7p | | :30 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1- | | | | 1 | \$2,000.00 | | | |
| | | | | | | | | | | | | |
| N 37 | WBTV | 10/28/12 | 10/28/12 | Sun Prime Hour 2 | 8-9p | | :30 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | 1 | \$2,500.00 | | | |
| | | | | | | | | | | | | |
| N 38 | WBTV | 11/04/12 | 11/04/12 | Sun Prime Hour 2 | 8-9p | | :30 | | | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$3,500.00 | | | |
| | | | | | | | | | | | | |
| N 39 | WBTV | 10/22/12 | 11/02/12 | WBTV News @ 11p | 11p-1135p | | :30 | | | NM | 8 | \$8,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | | | | 4 | \$1,100.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 4 | \$1,100.00 | | | |
| | | | | | | | | | | | | |
| N 40 | WBTV | 11/05/12 | 11/06/12 | WBTV News @ 11p | 11p-1135p | | :30 | | | NM | 1 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 1 | \$1,100.00 | | | |
| | | | | | | | | | | | | |
| N 41 | WBTV | 10/28/12 | 11/04/12 | WBTV 11p News /Sun | 11-11.35p | | :30 | | | NM | 2 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | 1 | \$1,100.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$1,100.00 | | | |
| | | | | | | | | | | | | |
| Totals | | | | | | | | | | | 120 | \$92,640.00 |

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| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/22/12 - 11/06/12 | POLITICAL | 986 |

| | |
|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Robert Pittenger | 09/25/12 / 09/25/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---------------------|----|------------|----------|--------------|----------------|-------------|--------|----------------|------|------|-------|--------|
| <hr/> | | | | | | | | | | | | |
| Time Period | | # of Spots | | Gross Amount | | Net Amount | | | | | | |
| 10/01/12 - 10/28/12 | | 49 | | \$37,840.00 | | \$32,164.00 | | | | | | |
| 10/29/12 - 11/06/12 | | 71 | | \$54,800.00 | | \$46,580.00 | | | | | | |
| Totals | | 120 | | \$92,640.00 | | \$78,744.00 | | | | | | |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.